

CLAIMS

What is claimed is:

1. A fishing lure comprising:

generally rigid housing forming a structurally rigid and sturdy exterior

5 intended to withstand repeated use and the various environmental elements in which people fish, including fresh-water and salt-water environs and temperature extremes, said body being elongated and comprising a first orifice and a second orifice aligned substantially along an axis that corresponds to an equator about the body, said first orifice providing ingress and egress to and attachment means
10 and said second orifice providing ingress and egress to tail for removable attachment and detachment, the interior of said housing being substantially hollow to accommodate the electrical circuitry and illumination source (LED) necessary to provide illumination to said tail;

an attachment means affixed to said housing; and

15 a light emitting diode being in electrical communication with a battery via an internal electric circuit housed within said rigid housing.

2. The fishing lure of Claim 1, wherein said housing is formed of castable urethane and has an exterior surface having a variety of aesthetic effects,
20 including the appearance of eyes, mouth, gills, scales and other suitable surface features observable on fish-type bait.

3. The fishing lure of Claim 2, wherein said attachment means comprises:
a substantially elongated shaft terminating at two ends, one end
comprising an eyelet and an opposing end comprising a base, a portion of the
shaft and the entire eyelet project outwardly from said housing through said first
5 orifice;

an elastomeric O-ring positioned on the interior of said housing and
adjacent to said first orifice for permitting said shaft to pass therethrough;
wherein when a force is applied so that said base is drawn toward said O-ring,
the return spring is compressed, and once the force is removed, the stored
10 spring resiliently returns to the outwardly biased position, and

said attachment means threadably adjustable about said return spring so
that clockwise rotation of shaft tightens the tension on return spring and
counterclockwise rotation of shaft provides opposite adjustable tension.

15 4. The fishing lure of Claim 3, wherein said tail section further comprises a
fishing hook centrally placed within tail fibers selected from the group comprising
feathers and fibrous strands.

5. The fishing lure of Claim 4, wherein said tail comprises:
20 at least one fishing hook centrally placed within a plurality of tail fibers;
said tail fibers gathered at a collar, said collar removably attachable to

said housing through said second orifice, thereby permitting interchangeability of tails;

a second O-ring to provide a seal about said second orifice; and

a plurality of fiber optic strands intermingled with said tail fibers and

5 having one end of each fiber optic strand lying adjacent to an LED so as to transmit light produced by said LED down said strand and visible to targeted fish.

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